

2009 Steal this Idea

"The ACUI promotion and marketing contest"

MAIL PAYMENT AND ENTRIES TO:

ACUI

Steal this Idea

One City Centre
Suite 200
120 W. Seventh St.
Bloomington, IN
47404-3925
USA

**Entries must be
received by
Jan. 23, 2009.**

An entry fee of \$15 for
the first entry and \$10
for each additional
entry will be assessed.

A late fee of \$10 per
entry will be charged
for entries received
after **Jan. 23, 2009**,
but no later than
Feb. 13, 2009.

**Entries will not
be returned.**

Entry form must be
filled out completely.



**ACUI'S 89th
annual conference
April 5-9, 2009**



**Association of College
Unions International**

Steal this Idea is an Association-wide contest seeking the best marketing and promotion ideas. Enter your favorite projects to showcase your union's talent. Share your ideas with colleagues, and "steal" a few from them. Winners will be presented at ACUI's 89th annual conference in Anaheim, Calif.

THE ENTRY CATEGORIES

- One-color brochures (eight panels or less)
- Two-color brochures (eight panels or less)
- Four-color brochures (eight panels or less)
- Brochures (more than eight panels)
- One-color posters
- Two-color posters
- Four-color posters
- Promotional campaigns
- Logo/brand identity
- Print advertisements
- T-shirts
- Multi-page publications (magazines, annual reports, etc.)
- Cards/invitations
- Signs/banners
- Calendars
- Miscellaneous promotions

A "Best of Show" award also will be given. The participant divisions are professional (college or university) staff and student staff.

You may submit an unlimited number of entries. Entries must have been produced between Jan. 1 and Dec. 31, 2008. An entry fee of \$15 for the first entry and \$10 for each additional entry will be assessed.

JUDGING CRITERIA

- Concept
- Design
- Editorial content
- Effectiveness

Winners will be featured in *The Bulletin*. Please read the copyright information.

If you have any questions, contact Andrea Langeveld at alangeve@acui.org.

COPYRIGHT INFORMATION

Winning entrants grant the Association of College Unions International the right to reproduce their work in *The Bulletin* and on the ACUI website, www.acui.org, for promotional purposes only. ACUI assumes all entries are original and are the works and property of the entrant, with all rights granted therein. ACUI is not liable for any copyright infringement on the part of the entrant.

IMPORTANT

Entries will not be returned.

ACUI reserves the right to re-categorize entries and to create new categories, if appropriate. If you wish to be notified of the receipt of your entry, please enclose a self-addressed, stamped postcard.

HOW TO ENTER

Entries must be mounted on a black 20" x 30" backing material (e.g., crescent board, foam core, mat board, etc.) **as well as submitted digitally.**

Digital file requirements: Please submit work on CD. All work must be Mac compatible and self-contained (requires that no additional software be loaded). Acceptable file formats are PDF, EPS, TIFF, and JPEG with a resolution of 300 dots per inch (dpi). Please DO NOT submit Quark files. Also, ensure that all applicable fonts are embedded in the file.

Complete the entry form and make two copies. Firmly attach one copy to the back of the entry and include the other copy with your payment. Mail the entry and payment to:

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Entries will not be accepted if these guidelines are not met. A size exception will be allowed for pieces with an original size larger than 20" x 30".

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ENTRY FORM

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CATEGORY: (Choose one)

- ☐ One-color brochures (eight panels or less)
- ☐ Two-color brochures (eight panels or less)
- ☐ Four-color brochures (eight panels or less)
- ☐ Brochures (more than eight panels)
- ☐ One-color posters
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- ☐ Four-color posters
- ☐ Promotional campaigns
- ☐ Logo/brand identity
- ☐ Print advertisements
- ☐ T-shirts
- ☐ Multi-page publications (magazines, annual reports, etc.)
- ☐ Cards/invitations
- ☐ Signs/banners
- ☐ Calendars
- ☐ Miscellaneous promotions

PARTICIPANT DIVISION: (Choose one)

- ☐ Professional staff
- ☐ Student staff

PARTICIPANT INFORMATION

INSTITUTION

CONTACT NAME

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

PHONE

E-MAIL

TITLE OF ENTRY

CREDITS

(please give name and e-mail address or phone number for each credit listed)

What was/is the purpose of the piece?*

How did the design support the purpose of the piece?*

How was the piece distributed?*

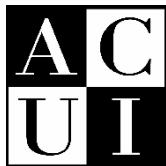
Total cost of production: _____ Number produced: _____

*Use additional paper if necessary.

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PAYMENT INFORMATION

- ☐ Check enclosed ☐ Credit card (MasterCard, VISA, or American Express)

TOTAL NUMBER OF ENTRIES = _____

☐ **I am submitting one entry.** = \$15

☐ **I am submitting additional entries.**
_____ entries x \$10 = \$

☐ **I am submitting late entries.**
_____ **total** entries x \$10 = \$

TOTAL = \$

CARDHOLDER NAME

CARDHOLDER E-MAIL (FOR RECEIPT)

CARDHOLDER PHONE

CARD NUMBER

EXP. DATE

SIGNATURE

BILLING ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE